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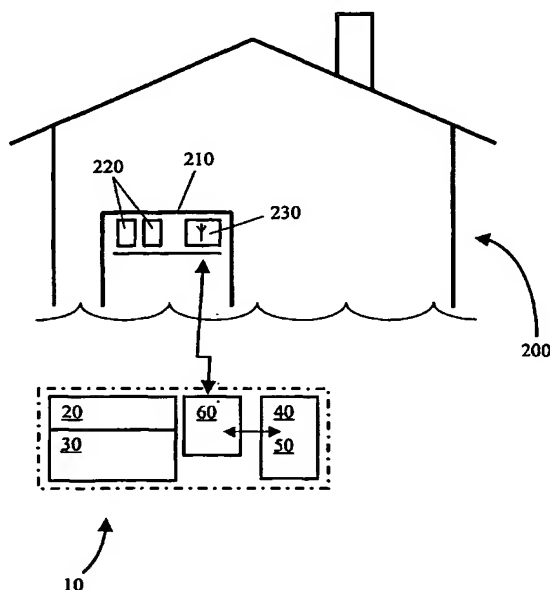
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(54) Title: SALES PROMOTION DEVICE



(57) Abstract: There is provided a sales promotion device (10) for modifying purchasing behavior. The device (10) is distinguished in that it includes spatially co-located first and second component parts (20, 30; 40, 50, 60). The first component part (20, 30) comprises a consumer product (20) and the second component part (40, 50, 60) is operable to encourage a purchaser of the device (10) to seek one or more further products (30), the second part (40, 50, 60) being electronically responsive when spatially presented by the purchaser at retailing premises (200) to enable the purchaser to gain access to and/or take possession of the one or more further products (30).

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